In the Claims

1-13 (Cancelled)

14. (Previously Presented) An optical element having a surface treatment comprising a fluorochemical compound having the general formula (C_nF_{2n+1})-X wherein n ranges from 1 to 4 and X is a polar group or polar group-containing organic radical selected from the group comprising sulfonic acids and salts thereof; sulfonamides, sulfonimides and salts thereof; amides, silanes, and mixtures thereof.

15. (Previously Presented) An optical element having a surface treatment comprising a fluorochemical compound having the general formula (C_nF_{2n+1})-X wherein n ranges from 1 to 4 and X is a polar group or polar group-containing organic radical; and wherein said compound is free of heavy metals and transition metals.

16-22 (Cancelled)

23. (Original) A pavement marking comprising a liquid binder and a multitude of the optical elements of claim 14.

24. (Original) A pavement marking comprising a liquid binder and a multitude of the optical elements of claim 15.

25. (Cancelled)

26. (Original) The pavement marking of claim 23 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

27. (Original) The pavement marking of claim 24 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

28. (Cancelled)

29. (Original) A reflective sheeting comprising:

a) a top coat layer having an exposed surface;

b) a binder layer disposed on the exposed surface of the top coat layer;

c) a multitude of the optical elements of claim 14 disposed in the binder layer;

d) a space coat layer disposed on the binder layer; and

e) a reflective layer disposed on the space coat layer.

30. (Original) A reflective sheeting comprising:

a) a top coat layer having an exposed surface;

b) a binder layer disposed on the exposed surface of the top coat layer;

c) a multitude of the optical elements of claim 15 disposed in the binder layer;

d) a space coat layer disposed on the binder layer; and

e) a reflective layer disposed on the space coat layer.

31. (Cancelled)

32. (Original) The reflective sheeting of claim 29 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

33. (Original) The reflective sheeting of claim 30 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

34. (Cancelled)

35. (Original) A rear projection screen comprising a transparent substrate and the optical elements of claim 14 embedded in an opaque binder matrix and wherein said optical elements are in contact with the transparent substrate.

36. (Original) A rear projection screen comprising a transparent substrate and the optical elements of claim 15 embedded in an opaque binder matrix and wherein said optical elements are in contact with the transparent substrate.

37. (Cancelled)

38. (Original) The reflective sheeting of claim 35 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

39. (Original) The reflective sheeting of claim 36 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

40-49 (Cancelled)

50. (New) An optical element having a surface treatment comprising a fluorochemical compound having the general formula (C_nF_{2n+1})-X wherein n ranges from 1 to 4 and X is a polar group or polar group-containing organic radical selected from the group comprising sulfonic acids and salts thereof; sulfonamides, sulfonimides and salts thereof; silanes, and mixtures thereof.